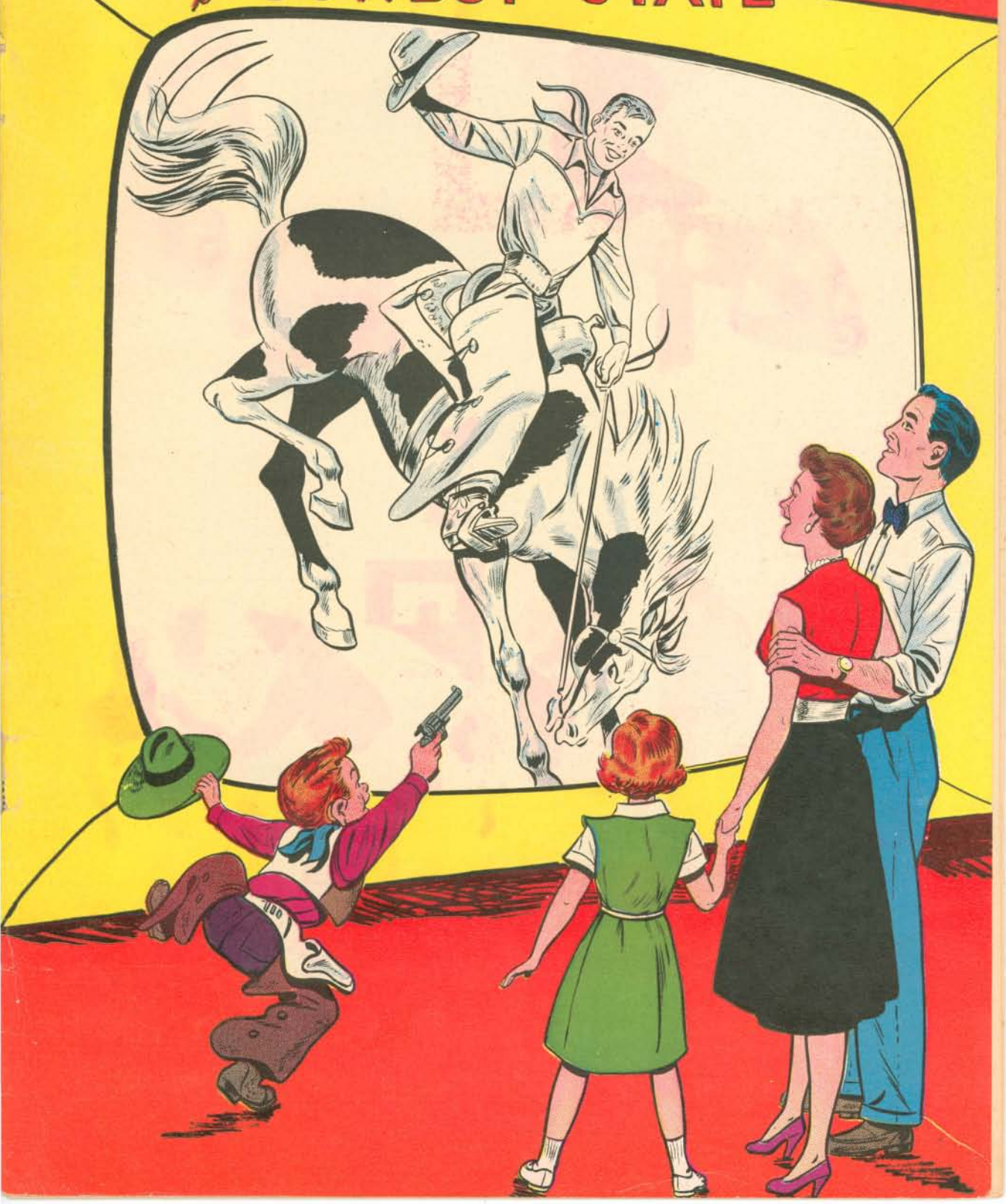
WYOMING

the COWBOY STATE



TV TIME-ANYPLACE ...U.S.A.
IT'S WYOMING JOE HIMSELF!
HOWDY, FOLKS...
IT'S MAGIC!
I THINK IT'S TIME YOU TV WATCHERS FIND OUT THAT THE WEST ISN'T ALL JUST COWBOYS AND INDIANS...
OF COURSE, WE HAVE ALL THE OLD WEST YOU'D WANT TO SEE, BUT THERE'S A **NEW WEST** THAT'S EVEN MORE EXCITING.
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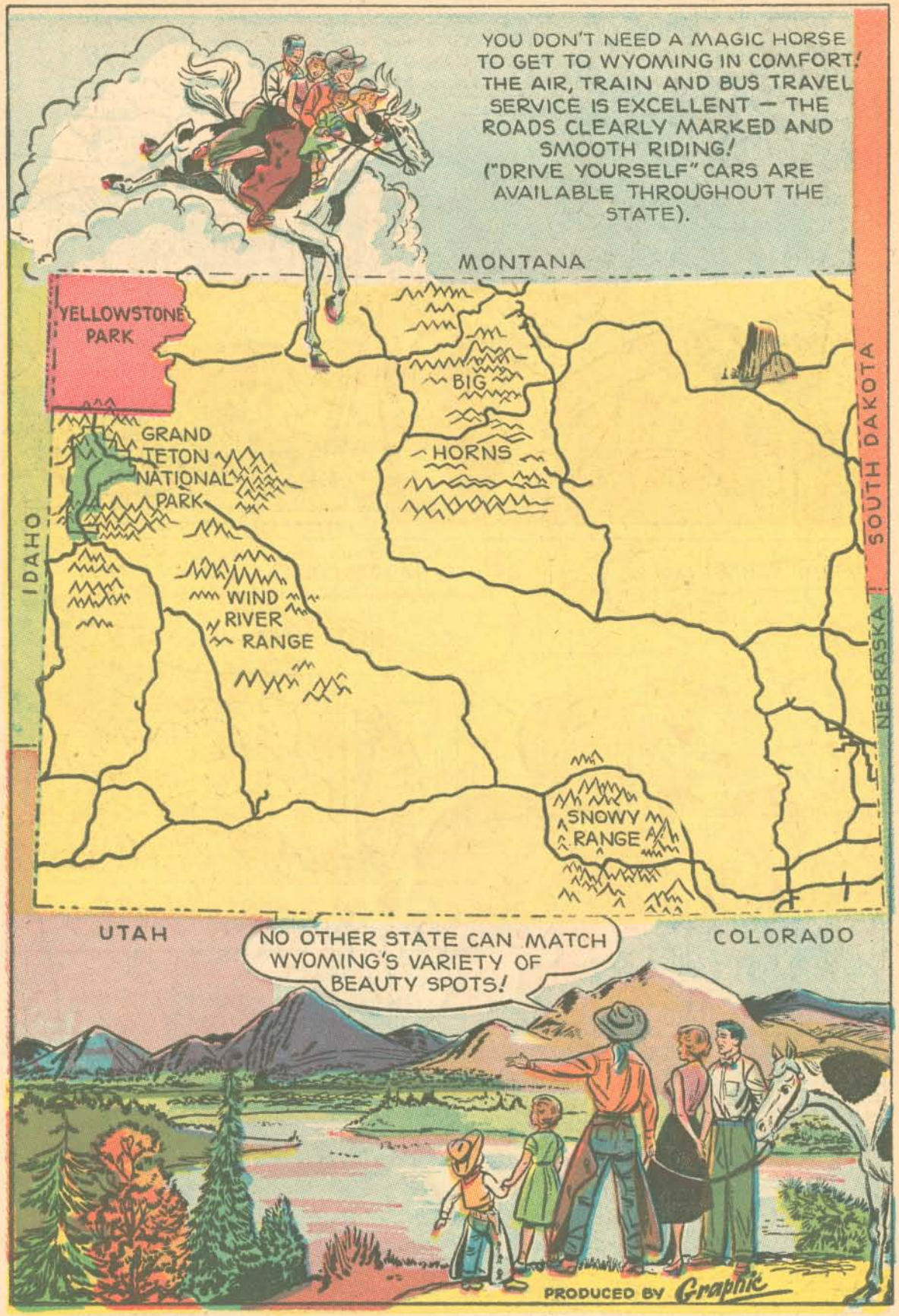
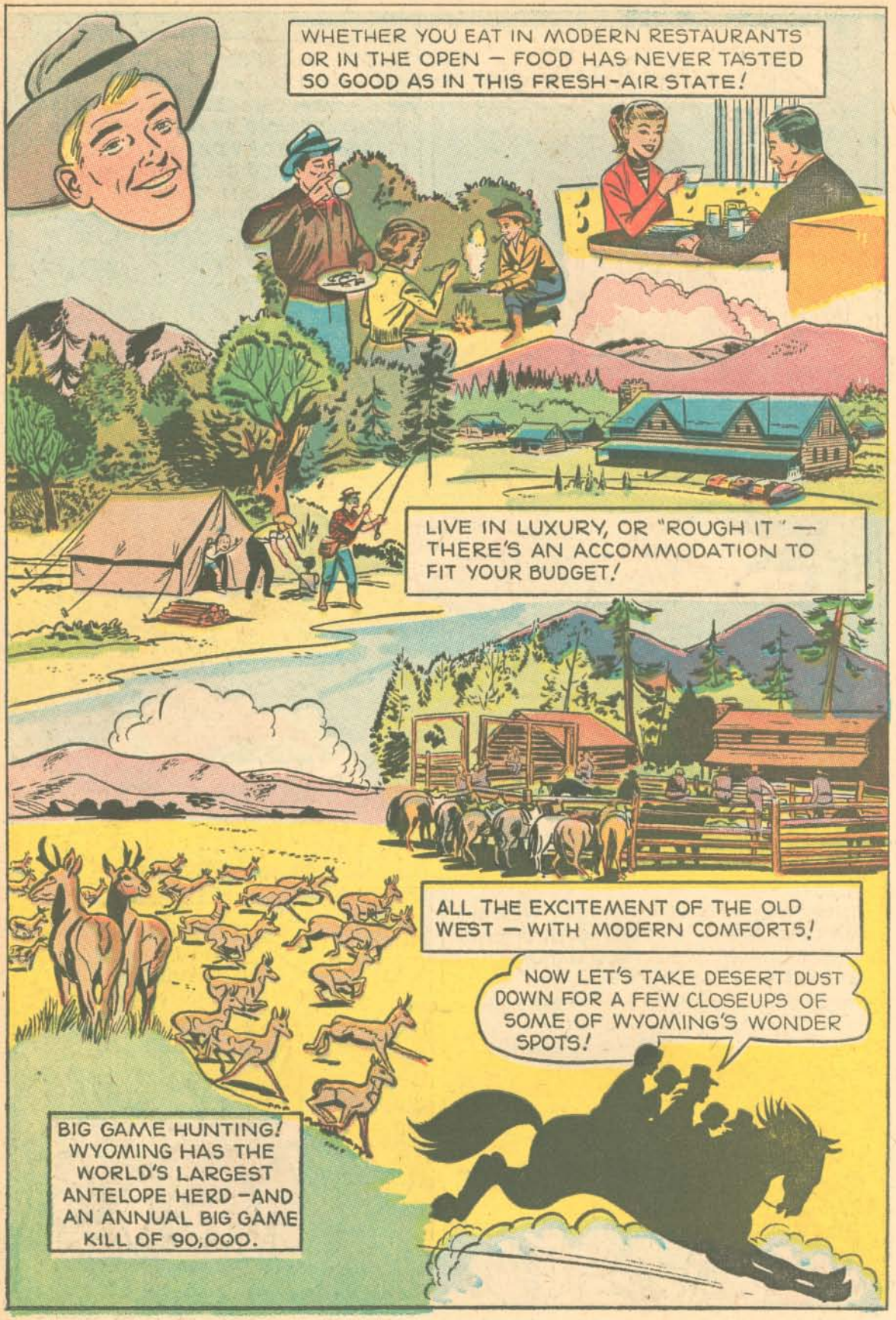
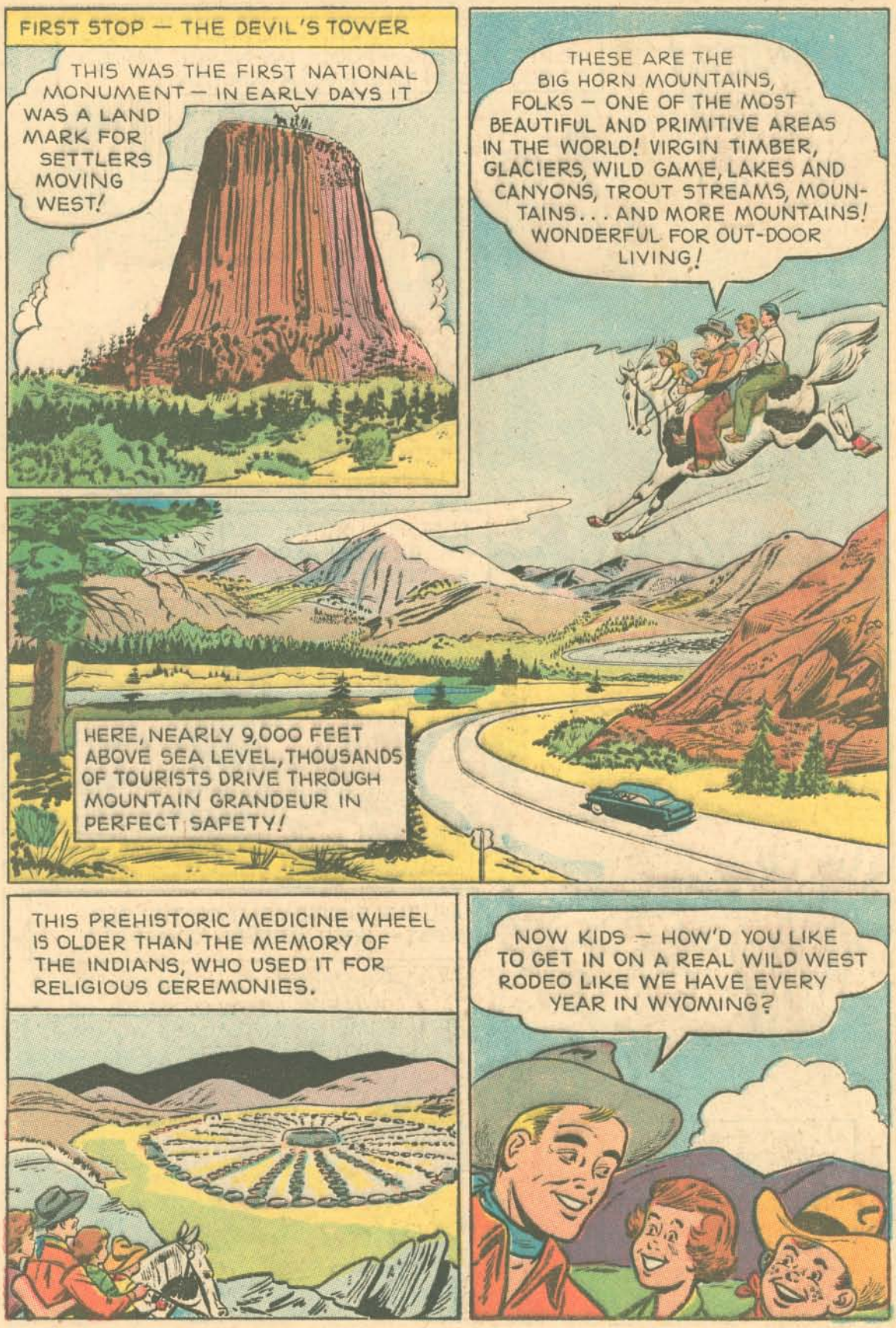
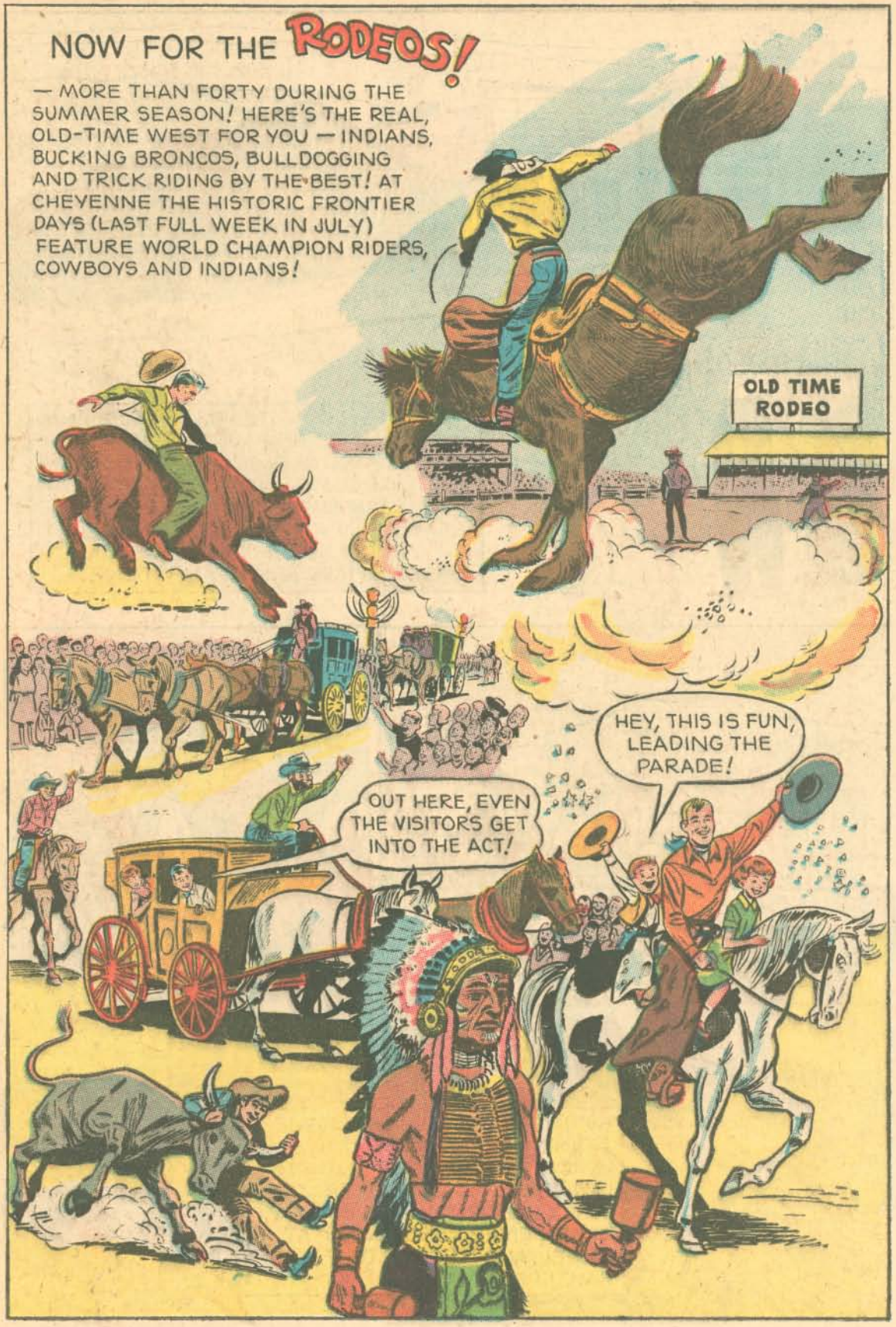
NOW YOU TAKE MY STATE... WYOMING...
GOSH, JOE, COULD YOU TAKE US THERE ?
YES, IF YOU'RE MAGIC, THE HORSE MUST BE MAGIC TOO!
OK — CLIMB UP, FOLKS, ONTO MY MAGIC HORSE, DESERT DUST — AND WE'LL TAKE A MAGIC TOUR OF WONDERFUL WYOMING!
RICK HACKNEY


YOU DON'T NEED A MAGIC HORSE TO GET TO WYOMING IN COMFORT! THE AIR, TRAIN AND BUS TRAVEL SERVICE IS EXCELLENT — THE ROADS CLEARLY MARKED AND SMOOTH RIDING! ("DRIVE YOURSELF" CARS ARE AVAILABLE THROUGHOUT THE STATE).
MONTANA
YELLOWSTONE PARK
BIG HORNS
GRAND TETON NATIONAL PARK
IDAHO
SOUTH DAKOTA
WIND RIVER RANGE
NEBRASKA
SNOWY RANGE
UTAH
COLORADO
NO OTHER STATE CAN MATCH WYOMING'S VARIETY OF BEAUTY SPOTS!
PRODUCED BY Graphic


WHETHER YOU EAT IN MODERN RESTAURANTS OR IN THE OPEN — FOOD HAS NEVER TASTED SO GOOD AS IN THIS FRESH-AIR STATE!
LIVE IN LUXURY, OR "ROUGH IT" — THERE'S AN ACCOMMODATION TO FIT YOUR BUDGET!
ALL THE EXCITEMENT OF THE OLD WEST — WITH MODERN COMFORTS!
NOW LET'S TAKE DESERT DUST DOWN FOR A FEW CLOSEUPS OF SOME OF WYOMING'S WONDER SPOTS!
BIG GAME HUNTING! WYOMING HAS THE WORLD'S LARGEST ANTELOPE HERD — AND AN ANNUAL BIG GAME KILL OF 90,000.

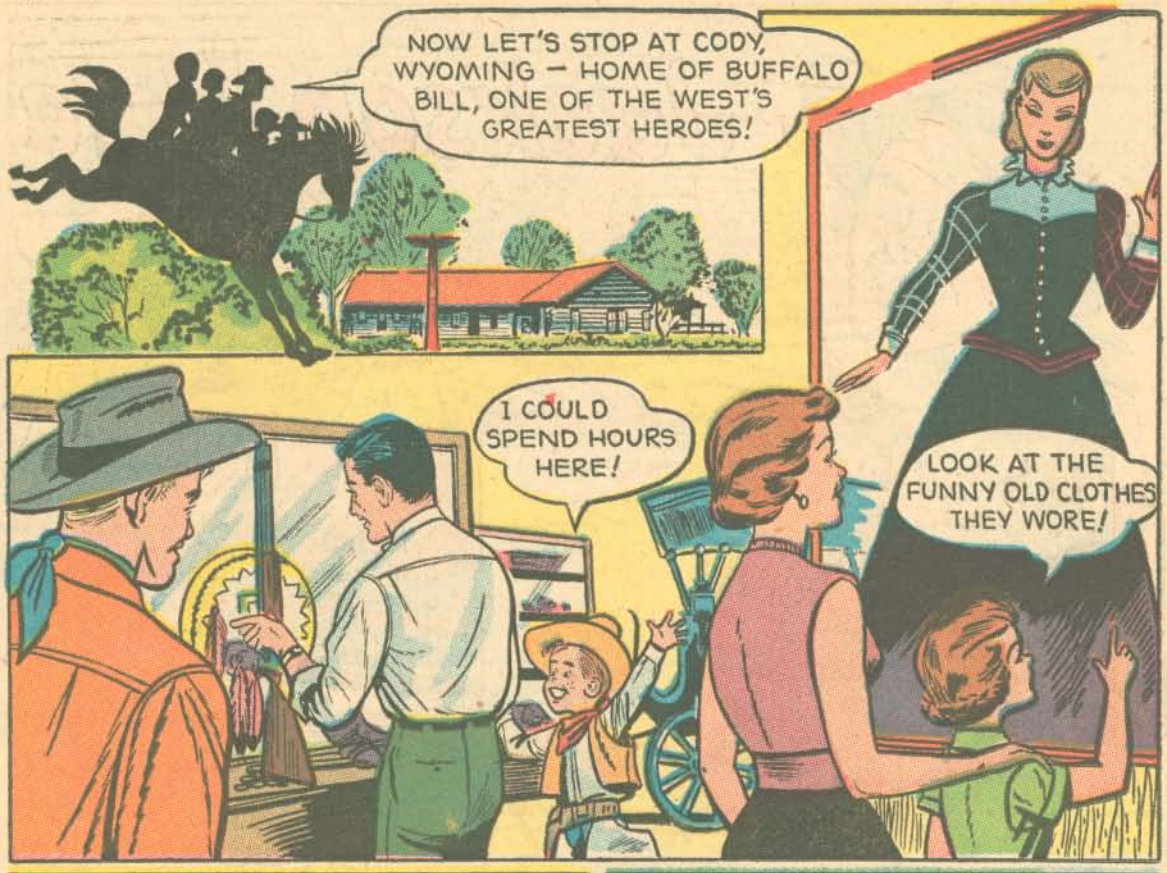

FIRST STOP — THE DEVIL'S TOWER
THIS WAS THE FIRST NATIONAL MONUMENT — IN EARLY DAYS IT WAS A LAND MARK FOR SETTLERS MOVING WEST!
THESE ARE THE BIG HORN MOUNTAINS, FOLKS — ONE OF THE MOST BEAUTIFUL AND PRIMITIVE AREAS IN THE WORLD! VIRGIN TIMBER, GLACIERS, WILD GAME, LAKES AND CANYONS, TROUT STREAMS, MOUNTAINS... AND MORE MOUNTAINS! WONDERFUL FOR OUT-DOOR LIVING!
HERE, NEARLY 9,000 FEET ABOVE SEA LEVEL, THOUSANDS OF TOURISTS DRIVE THROUGH MOUNTAIN GRANDEUR IN PERFECT SAFETY!
THIS PREHISTORIC MEDICINE WHEEL IS OLDER THAN THE MEMORY OF THE INDIANS, WHO USED IT FOR RELIGIOUS CEREMONIES.
NOW KIDS — HOW'D YOU LIKE TO GET IN ON A REAL WILD WEST RODEO LIKE WE HAVE EVERY YEAR IN WYOMING?


NOW FOR THE RODEOS!
— MORE THAN FORTY DURING THE SUMMER SEASON! HERE'S THE REAL, OLD-TIME WEST FOR YOU — INDIANS, BUCKING BRONCOS, BULLDOGGING AND TRICK RIDING BY THE BEST! AT CHEYENNE THE HISTORIC FRONTIER DAYS (LAST FULL WEEK IN JULY) FEATURE WORLD CHAMPION RIDERS, COWBOYS AND INDIANS!
OLD TIME RODEO
HEY, THIS IS FUN, LEADING THE PARADE!
OUT HERE, EVEN THE VISITORS GET INTO THE ACT!

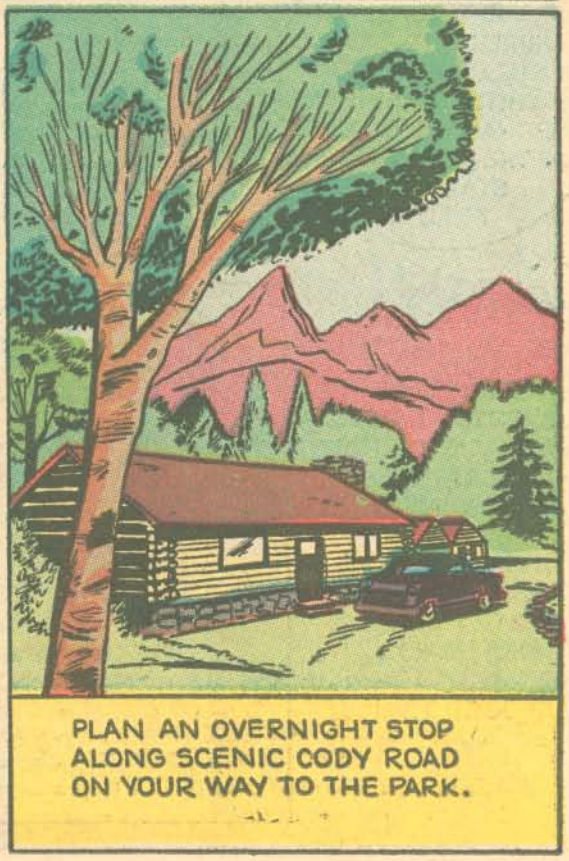
GOSH! A REAL GHOST TOWN. IT'S SURE SCARY!

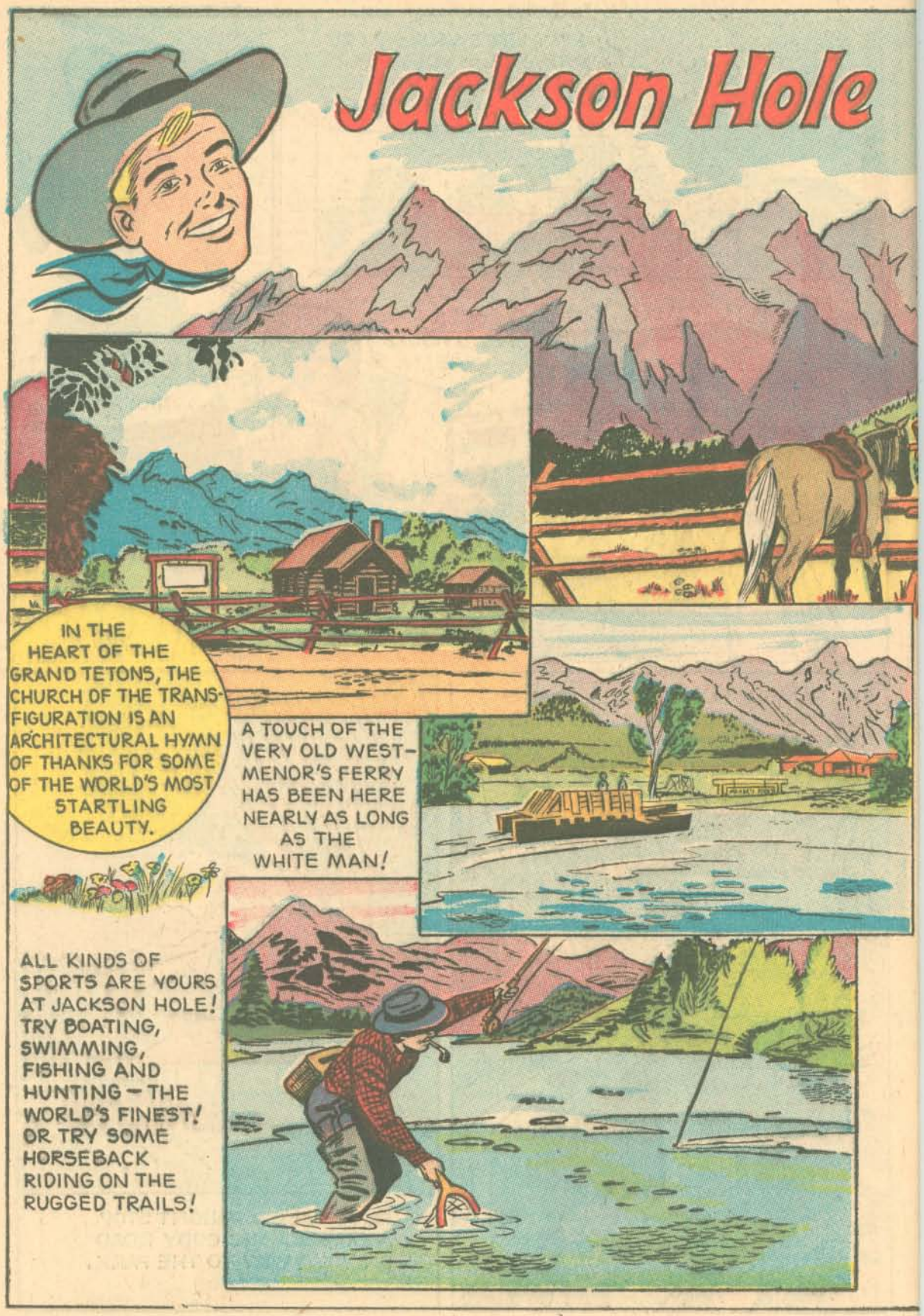
JUST A FEW MINUTES OFF A MODERN HIGHWAY LIES THE HAUNTING GHOST TOWN OF SOUTH PASS CITY. THIS ONCE BUSTLING COMMUNITY SAW THE BIRTH OF WOMAN SUFFRAGE IN 1869. NEARBY, OLD ATLANTIC CITY – ONCE PROMINENT IN THE WINNING OF THE WEST, LIES MYSTERIOUS AND ALONE.

EACH YEAR THE PAGEANT OF THE "WINNING OF THE WEST" IS RE-ENACTED BY THE WYOMINGITES AT LANDER... AND YOU'LL THRILL TO OTHER HISTORICAL PAGEANTS... "GREEN RIVER RENDEZVOUS" AT DANIEL, AND "LEGEND OF RAWHIDE" AT LUSK.


NOW LET'S STOP AT CODY, WYOMING — HOME OF BUFFALO BILL, ONE OF THE WEST'S GREATEST HEROES!
I COULD SPEND HOURS HERE!
LOOK AT THE FUNNY OLD CLOTHES THEY WORE!

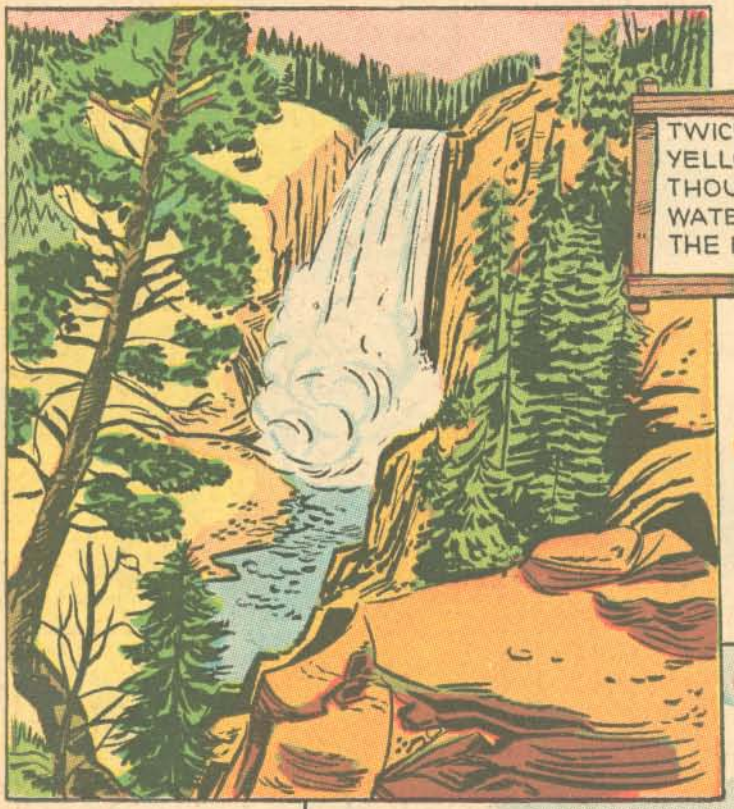
THE FAMOUS BUFFALO BILL DAM IS JUST OUTSIDE CODY, ON THE ROAD TO YELLOWSTONE PARK.


PLAN AN OVERNIGHT STOP ALONG SCENIC CODY ROAD ON YOUR WAY TO THE PARK.


Jackson Hole
IN THE HEART OF THE GRAND TETONS, THE CHURCH OF THE TRANSFIGURATION IS AN ARCHITECTURAL HYMN OF THANKS FOR SOME OF THE WORLD'S MOST STARTLING BEAUTY.
A TOUCH OF THE VERY OLD WEST—MENOR'S FERRY HAS BEEN HERE NEARLY AS LONG AS THE WHITE MAN!
ALL KINDS OF SPORTS ARE YOURS AT JACKSON HOLE! TRY BOATING, SWIMMING, FISHING AND HUNTING — THE WORLD'S FINEST! OR TRY SOME HORSEBACK RIDING ON THE RUGGED TRAILS!

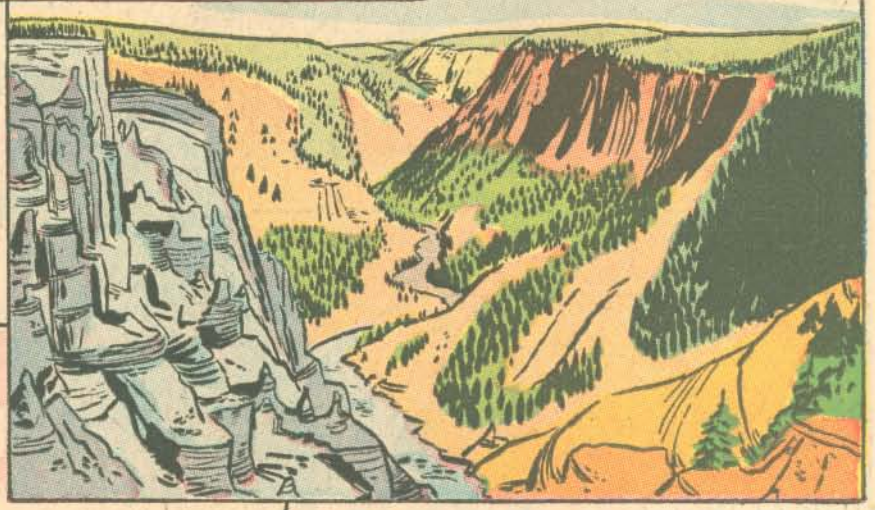
has EVERYTHING!
RIDE THE FAMOUS SKI LIFT TO THE TOP OF SNOW KING MOUNTAIN FOR A BREATHTAKING VIEW OF JACKSON HOLE AND THE TETONS!
HOW'S THAT FOR BEAUTY AND EXCITEMENT, SONNY? ALL IN ONE SPOT — JACKSON HOLE — IN THE SHADOW OF THE GRAND TETONS!
HUNGRY? STOP AT THE CONVENIENT CHUCK WAGON FOR FOOD SERVED IN REAL WESTERN STYLE — AND ALL YOU CAN EAT!

NOW LET'S TAKE A QUICK LOOK AT YELLOWSTONE — OUR LARGEST NATIONAL PARK — MOST EXCITING VACATION SPOT OF ALL, WHERE SPORTS, NATURE AND WILDLIFE COMBINE TO MAKE A WONDERLAND FOR VISITORS! (FREE GUIDED NATURE HIKE TOURS FOR VISITORS EVERY DAY.)
OLD FAITHFUL, THE FAMOUS GEYSER, SPOUTS EVERY 65 MINUTES TO A HEIGHT OF 150 FEET. WE CALL IT "NATURE'S CLOCK"!
YELLOWSTONE AND BEARS GO TOGETHER. DON'T MISS THE BEARS - BUT KEEP YOUR DISTANCE!
THE AMAZING HOT SPRINGS CONTINUALLY BUBBLE WITH BOILING WATER IN A RAIN-BOW OF COLORS.
HUNDREDS OF THOUSANDS OF TOURISTS YEARLY USE THE EXCEL-LENT CAMPSITES IN THE PARK FOR CAMPING OR EATING OUT!

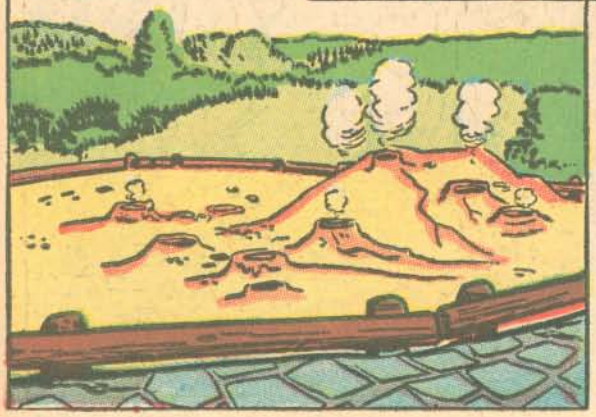


TWICE AS HIGH AS NIAGARA, YELLOWSTONE FALLS HURLS THOUSANDS OF GALLONS OF WATER EVERY SECOND DOWN THE RUGGED MOUNTAINSIDE.

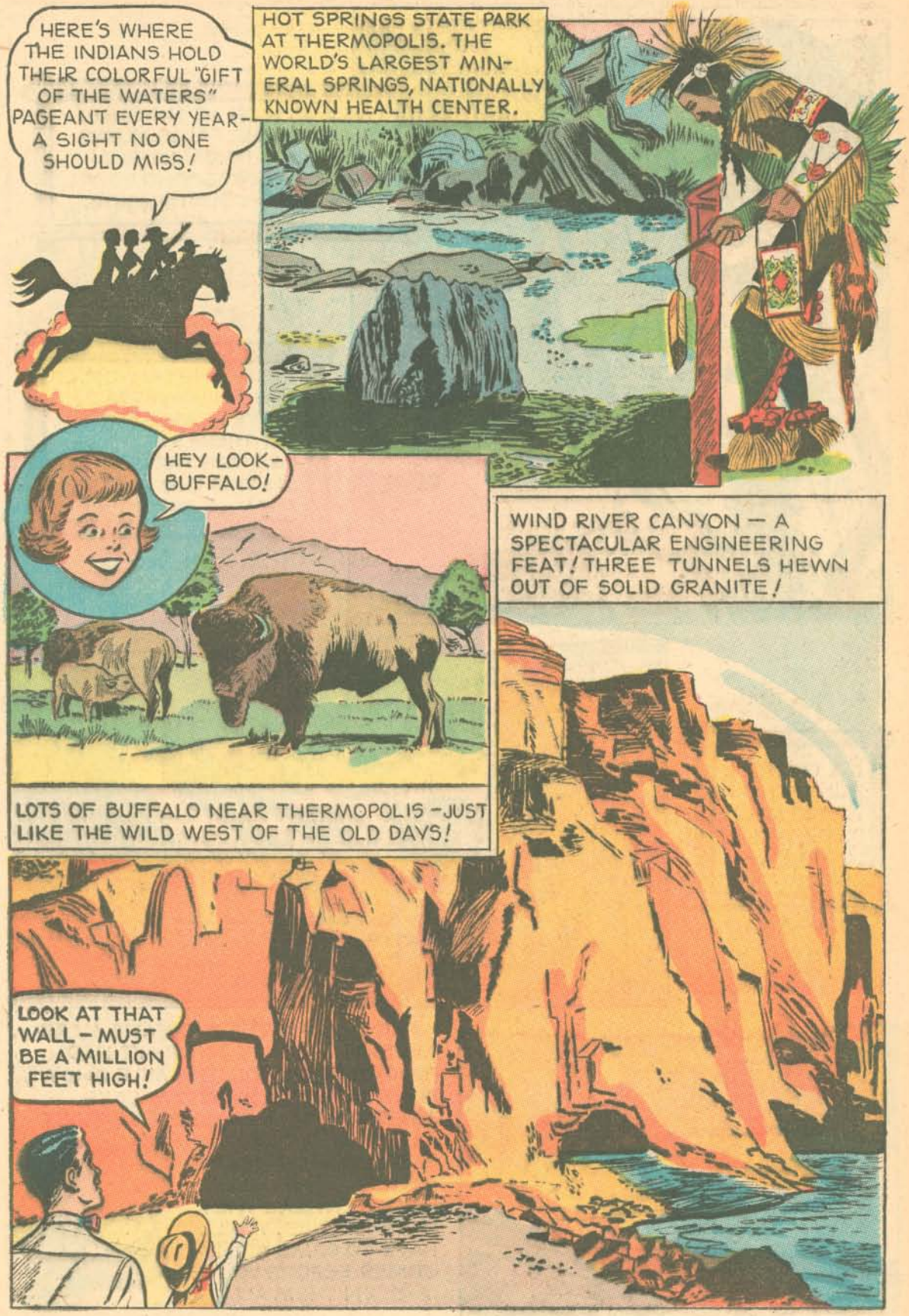
THE GRAND CANYON OF THE YELLOWSTONE! YOU'VE HEARD OF IT – BUT THERE'S NOTHING LIKE THE THRILL OF SEEING THIS 1200 FOOT DEEP MIRACLE OF NATURE!

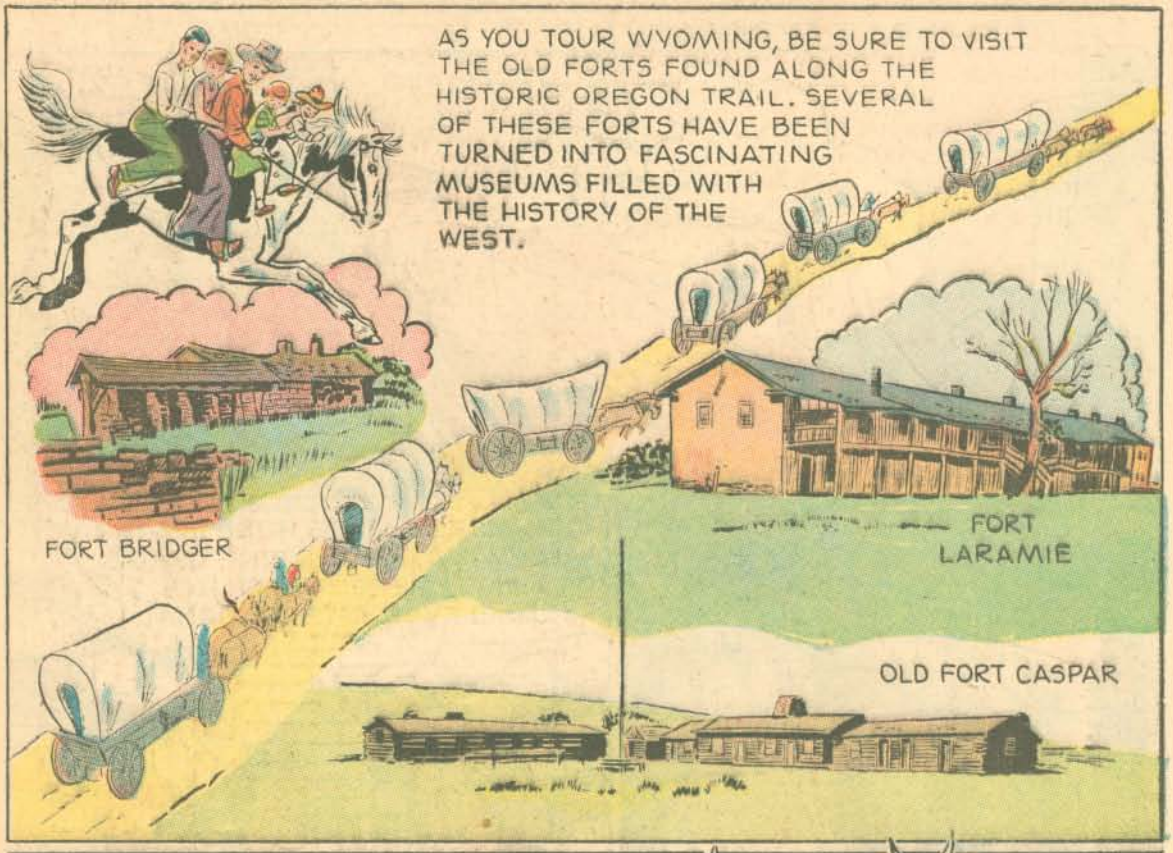


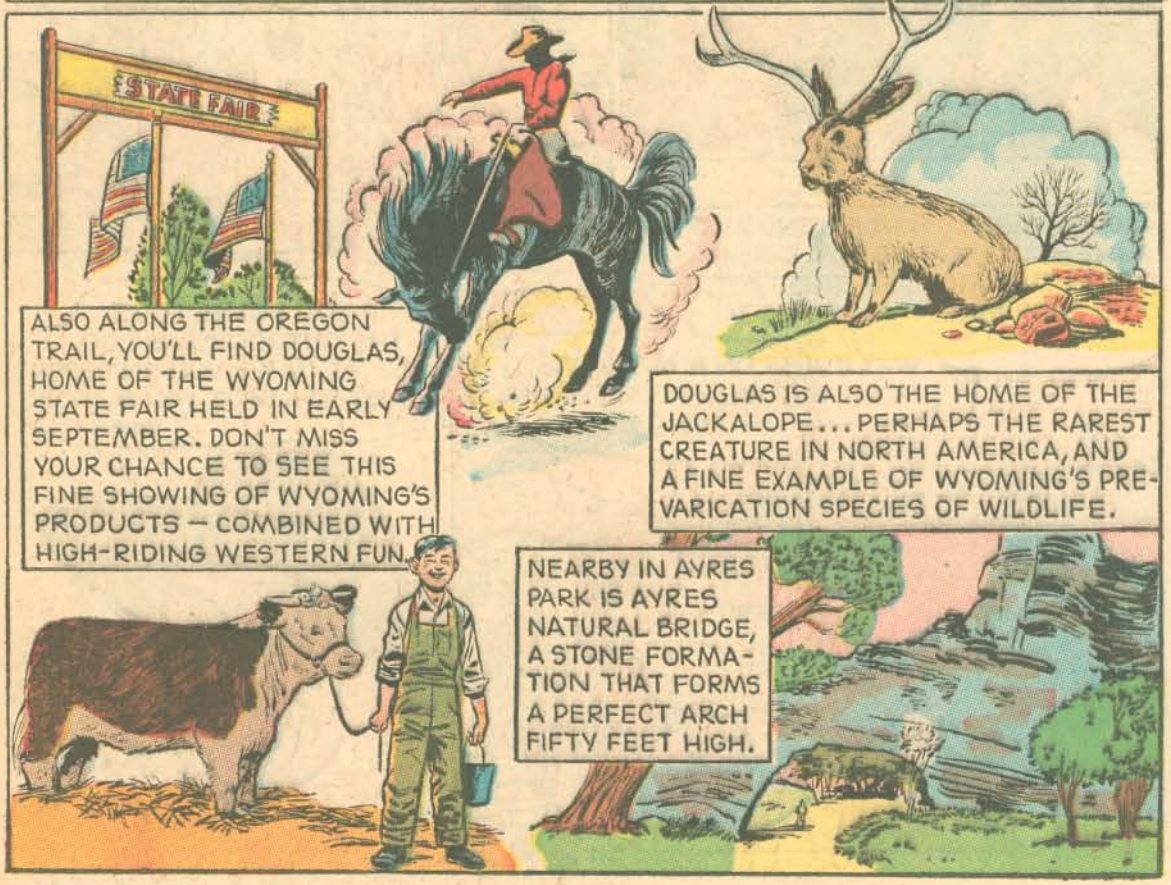
THE COLORFUL PAINT POTS WHERE MULTI-COLORED CLAY LOOKS LIKE BOILING PAINT!

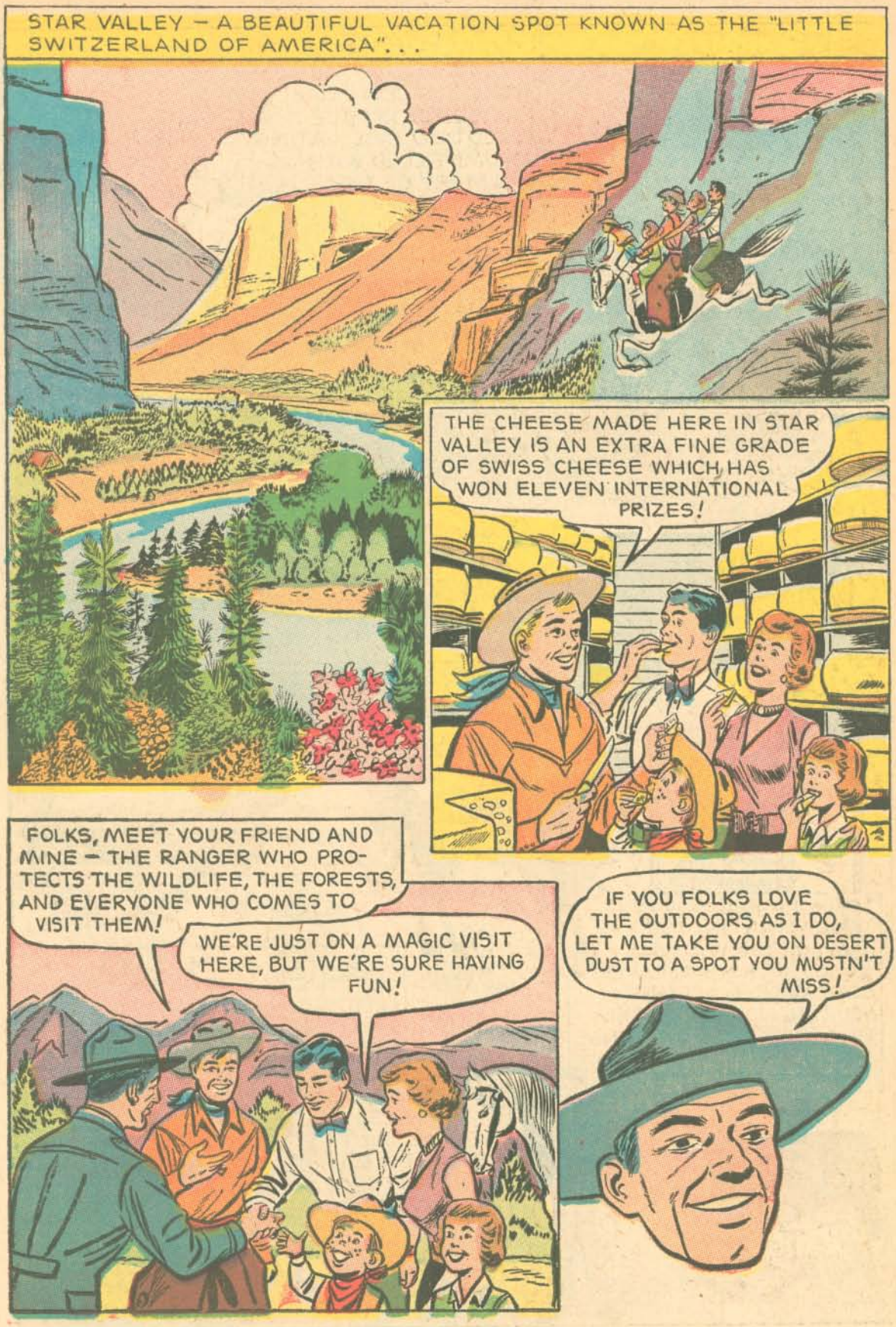


AND THERE ARE A THOUSAND MORE SPOTS IN THE PARK I HAVEN'T HAD TIME TO SHOW YOU; THE MILE AND A HALF HIGH YELLOWSTONE LAKE WHERE ANYONE CAN FISH WITHOUT A LICENSE... THE MYSTERIOUS PETRIFIED FOREST... THE BIG HOTELS WHERE THEY HAVE PARTIES. YOU'LL HAVE TO COME MANY TIMES BEFORE YOU'VE SEEN THEM ALL!


HERE'S WHERE THE INDIANS HOLD THEIR COLORFUL "GIFT OF THE WATERS" PAGEANT EVERY YEAR- A SIGHT NO ONE SHOULD MISS!
HOT SPRINGS STATE PARK AT THERMOPOLIS. THE WORLD'S LARGEST MINERAL SPRINGS, NATIONALLY KNOWN HEALTH CENTER.
HEY LOOK- BUFFALO!
LOTS OF BUFFALO NEAR THERMOPOLIS - JUST LIKE THE WILD WEST OF THE OLD DAYS!
WIND RIVER CANYON — A SPECTACULAR ENGINEERING FEAT! THREE TUNNELS HEWN OUT OF SOLID GRANITE!
LOOK AT THAT WALL - MUST BE A MILLION FEET HIGH!


AS YOU TOUR WYOMING, BE SURE TO VISIT THE OLD FORTS FOUND ALONG THE HISTORIC OREGON TRAIL. SEVERAL OF THESE FORTS HAVE BEEN TURNED INTO FASCINATING MUSEUMS FILLED WITH THE HISTORY OF THE WEST.
FORT BRIDGER
FORT LARAMIE
OLD FORT CASPAR


STATE FAIR
ALSO ALONG THE OREGON TRAIL, YOU'LL FIND DOUGLAS, HOME OF THE WYOMING STATE FAIR HELD IN EARLY SEPTEMBER. DON'T MISS YOUR CHANCE TO SEE THIS FINE SHOWING OF WYOMING'S PRODUCTS — COMBINED WITH HIGH-RIDING WESTERN FUN.
DOUGLAS IS ALSO THE HOME OF THE JACKALOPE... PERHAPS THE RAREST CREATURE IN NORTH AMERICA, AND A FINE EXAMPLE OF WYOMING'S PRE-VARICATION SPECIES OF WILDLIFE.
NEARBY IN AYRES PARK IS AYRES NATURAL BRIDGE, A STONE FORMATION THAT FORMS A PERFECT ARCH FIFTY FEET HIGH.


STAR VALLEY – A BEAUTIFUL VACATION SPOT KNOWN AS THE "LITTLE SWITZERLAND OF AMERICA"...
THE CHEESE MADE HERE IN STAR VALLEY IS AN EXTRA FINE GRADE OF SWISS CHEESE WHICH HAS WON ELEVEN INTERNATIONAL PRIZES!
FOLKS, MEET YOUR FRIEND AND MINE – THE RANGER WHO PROTECTS THE WILDLIFE, THE FORESTS, AND EVERYONE WHO COMES TO VISIT THEM!
WE'RE JUST ON A MAGIC VISIT HERE, BUT WE'RE SURE HAVING FUN!
IF YOU FOLKS LOVE THE OUTDOORS AS I DO, LET ME TAKE YOU ON DESERT DUST TO A SPOT YOU MUSTN'T MISS!

THIS IS THE SNOWY RANGE AREA — PLENTY OF FACILITIES FOR YOU PEOPLE WHO WANT FISHING, HIKING, MOUNTAIN CLIMBING, RIDING... ANY SPORT YOU WANT IN THIS TRUE WILDERNESS AREA!

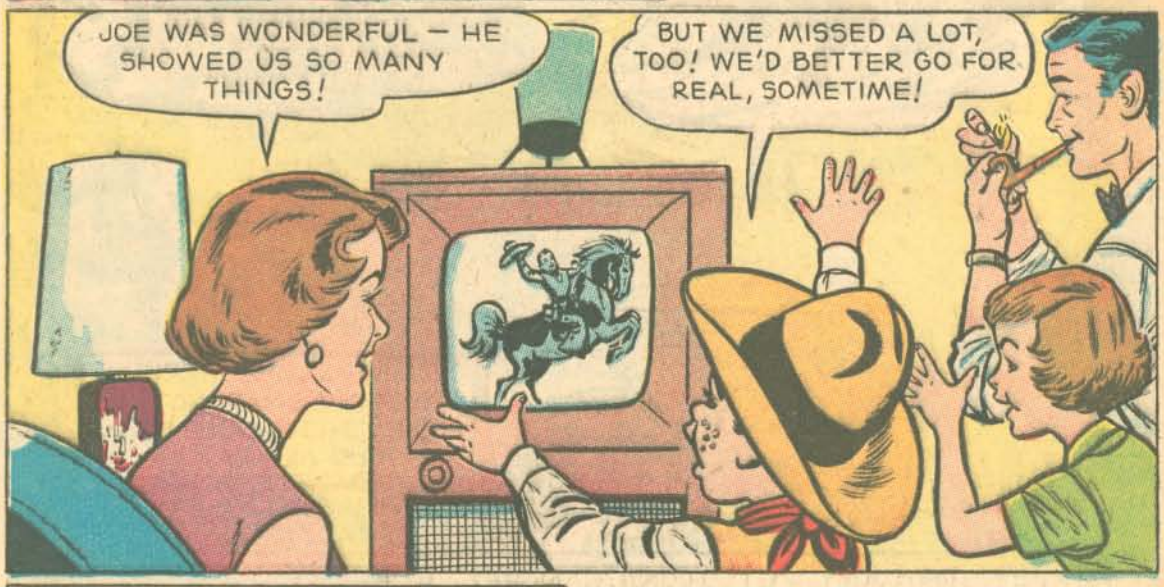
BEAUTIFUL LAKE MARIE — IF YOU'RE A SNAPSHOT FIEND, THIS SHOULD BE IN YOUR ALBUM!

BUT OF COURSE JUST A SINGLE PERSON CARELESS WITH A MATCH COULD DESTROY ALL THIS BEAUTY AND FUN IN A SECOND!

SO LONG, RANGER! WE'RE HEADING HOME NOW — BUT WE'LL ALWAYS BE CAREFUL ABOUT THE FOREST FIRES WHEREVER WE ARE!

I'M SURE GLAD I COULD TAKE YOU FOLKS ON THIS MAGIC TOUR OF WYOMING!
WE ARE TOO, JOE... IT'S BEEN THE MOST EXCITING TRIP WE'VE EVER TAKEN!

I NEVER HAD SO MUCH FUN IN ALL MY LIFE!
AND NEVER LEARNED SO MUCH!


JOE WAS WONDERFUL — HE SHOWED US SO MANY THINGS!
BUT WE MISSED A LOT, TOO! WE'D BETTER GO FOR REAL, SOMETIME!

I'M ALL FOR IT.... HOW ABOUT MY VACATION THIS SUMMER? WE CAN DRIVE OUT (GLAD THOSE ROADS ARE SO GOOD)... AND FISH... AND FISH...
OH, DAD! THERE'S LOTS MORE TO DO THAN FISH!

THEN IT'S AGREED — WE'LL SEE YOU IN WYOMING THIS SUMMER!

YOU CAN MAKE THIS MAGIC TRIP COME TRUE THIS SUMMER WHEN YOU VACATION IN WYOMING --- WONDERLAND OF THE WEST!

In this Land of Majestic Contrasts you can tailor your vacation to suit yourself... a quick trip by the transportation of your choice . . . a week or two at a rustic resort or dude ranch . . . the entire season in your trailer . . . a day or two in accommodations as modern as tomorrow.

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Wyoming is the land of "family" vacations. Western hospitality is especially evident in the consideration given to the entertainment and education of the younger members of the family. Foremost in the minds of the cordial people you will meet is your complete comfort and convenience.

●

If it's fishin' you're wishin' you'll find thousands of miles of exciting trout streams . . . hundreds of beautiful lakes. Wyoming is truly the hunter's dream . . . elk, deer, bear, antelope, moose, Big Horn sheep, in season. Even a spring bear hunting season . . . and year 'round fishing somewhere in every drainage area.

NOW THAT YOU'VE DECIDED THAT YOUR NEXT VACATION IN **WONDERFUL WYOMING** IS A "MUST... JUST CLIP THE COUPON, INDICATE THE INFORMATION YOU DESIRE, AND GET IT ON ITS WAY... WE'RE READY TO SERVE YOU.

Howard Sharp, Sec'y-Mgr., Wyoming Commerce and Industry Commission
Dept. CB, Capitol Building, Cheyenne, Wyoming

I HAVE CAUGHT THE MAGIC OF YOUR WONDERFUL WYOMING
PLEASE SEND ME THE LITERATURE CHECKED BELOW.

- ☐ Wonderful Wyoming
- ☐ Nat'l Park Accommodations
- ☐ Wyoming Comic Book
- ☐ Wyoming Highway Map
- ☐ Coming Events
- ☐ Dude Ranch Directory
- ☐ Camping Directory
- ☐ Motor Court Directory
- ☐ Paint Brush Map
- ☐ Hunting and Fishing (Adults only)

NAME_____ STREET_____
CITY_____ ZONE___ STATE_____

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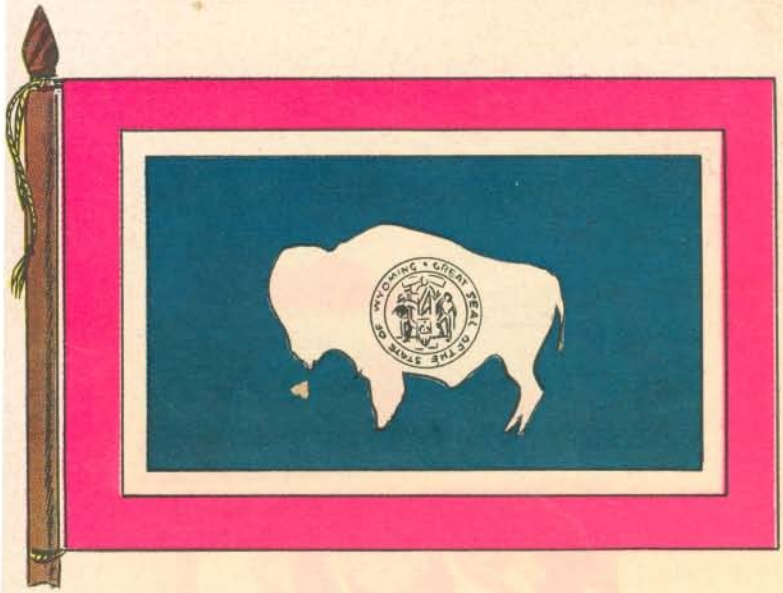
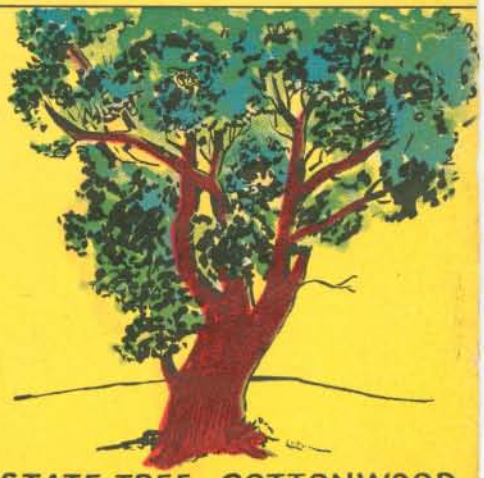


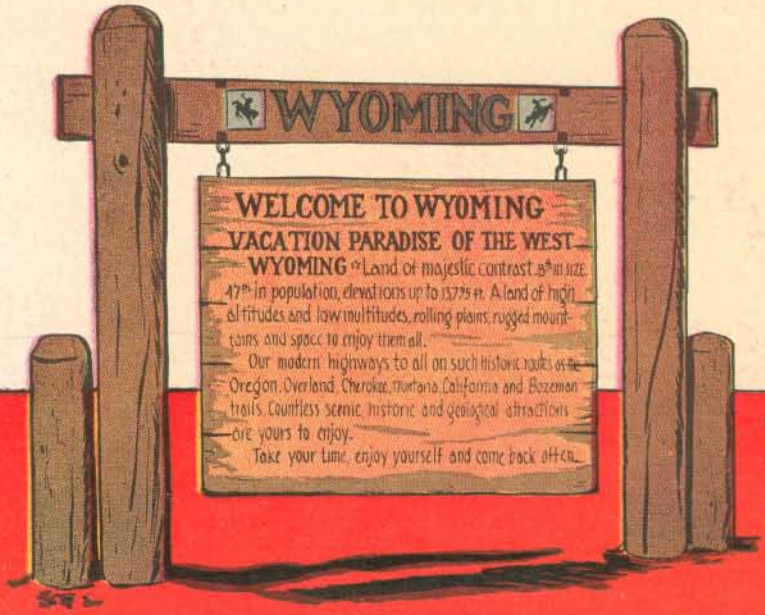
STATE SEAL

STATE BIRD - MEADOW LARK

STATE FLOWER INDIAN PAINT BRUSH



STATE TREE - COTTONWOOD



WATCH FOR THESE DISTINCTIVE HIGHWAY MARKERS AS YOU TRAVEL THROUGH WYOMING! THEY GIVE YOU SPECIAL INFORMATION ABOUT POINTS OF INTEREST THROUGHOUT THE STATE.